

### Inventor Information

Inventor One Given Name:: David E.  
Family Name:: Heckerman  
Postal Address Line One:: 648 West Lake Sammamish Lane NE  
City:: Bellevue  
State or Province:: WA  
Postal or Zip Code:: 98008  
Citizenship Country:: US

Inventor Two Given Name:: D. Maxwell  
Family Name:: Chickering  
Postal Address Line One:: 7573 Old Redmond Road #12  
City:: Redmond  
State or Province:: WA  
Postal or Zip Code:: 98052  
Citizenship Country:: Us

Inventor Three Given Name:: Daniel  
Family Name:: Rosen  
Postal Address Line One:: 1445 185th NE  
City:: Bellevue  
State or Province:: WA  
Postal or Zip Code:: 98008  
Citizenship Country:: US

### Correspondence Information

Name Line One:: Michael Dryja, Esq.  
Name Line Two:: Law Offices of Michael Dryja  
Address Line One:: 704 228th Avenue NE  
Address Line Two:: PMB 694  
City:: Redmond  
State or Province:: WA  
Postal or Zip Code:: 98053  
Telephone:: (425) 427-5094  
Fax:: (206) 374-2819  
Electronic Mail One:: mike@dryjapat.com  
Electronic Mail Two:: sherry@dryja.com

### Application Information

Title Line One:: Cluster and Rule-Based Approach for  
Title Line Two:: Automated Web-Based Targeted  
Title Line Three:: Advertising with Quotas

Total Drawing Sheets::	8
Formal Drawings?:	Yes
Application Type::	Utility
Docket Number::	1018.037US1

## Representative Information

Registration Number One::	39,662
Registration Number Two::	32,628
Registration Number Three::	32,022